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# Farm Broadcasters Letter



United States Department of Agriculture    Office of Communications    Electronic Media Services    Washington, DC 20250-1340

Letter No. 2639

December 3, 1993

**THE GREEN INDUSTRY** -- The U.S. green industry, which includes floriculture, horticulture, nursery, wholesaling, retailing, landscaping and related industries, is expanding faster than the rate of real growth in the general economy. Grower receipts are forecast to increase 6 percent to \$10 billion in 1994. Green industry crops are expected to rank fifth highest in grower cash receipts by 1995, and the third highest commodity group by the year 2000 with \$14 billion in cash receipts. The average net farm income was \$24,418 in 1992 for greenhouse and nursery farms. This compares with the U.S. all-farm income of \$9,634. Receipts for bedding and garden plants continue to rise faster than any other category, exceeding \$14 per capita next year, totaling \$1.7 billion. **Contact: Doyle Johnson (202) 219-0884.**

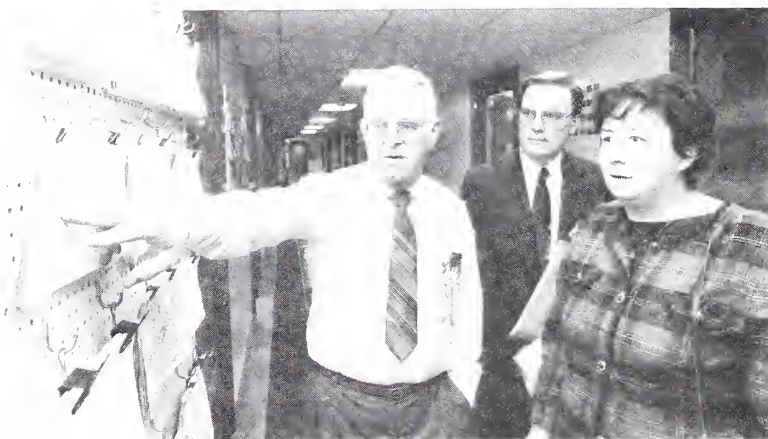
**LEADING EXPORT MARKETS** -- The largest export market for U.S. agricultural commodities is Japan, receiving about 20 percent of U.S. exports in fiscal year 1993 totaling \$8.5 billion. Canada was second largest individual nation export market at \$5.2 billion, and Mexico the third largest at \$3.7 billion. U.S. exports to China dropped 54% to \$300 million. The nations constituting the European Community imported \$7 billion in U.S. agricultural commodities. Exports were evenly divided between developed and developing nations. U.S. agricultural exports in fiscal year 1994 are forecast at \$42.5 billion, unchanged from FY 1993. **Contact: Tom Capehart (202) 219-0822.**

**WHEAT OUTLOOK** -- The 1994 wheat supply will be about 3.2 billion bushels, about 150 million bushels higher than in 1993. Planted wheat area will be about the same as this year. Early crop conditions are good. Prices are similar to those existing at this time in 1992. **Contact Sara Schwartz (202) 219-0824.**

**NEW APPOINTMENTS** -- Michael V. Dunn, vice president in charge of operations at the National Farmers Union in Washington, D.C., has been sworn in by agriculture secretary Mike Espy as the 15th administrator of USDA's Farmers Home Administration. Wally B. Beyer, general manager of the Verendrye Electric Cooperative in Velva, ND, has been sworn in as the 13th administrator of USDA's Rural Electrification Administration. **Contact: Jim McKenna (202) 720-1260.**

**FLUID MILK PROGRAM APPROVED** -- A national program for fluid milk promotion and consumer education was approved in a recent referendum by 71 percent of fluid milk processors. The program will be funded by a mandatory assessment on all fluid milk products processed and marketed commercially in consumer packages within the 48 contiguous states. The assessment will be 20 cents per hundredweight. Processors distributing 500,000 pounds or less of fluid milk products per month are exempt. Program activities will be carried out by a 20 member Fluid Milk Processor Promotion Board appointed by the secretary of agriculture. **Contact: Becky Unkenholz (202) 720-8998.**

*Weather was an important factor in the crop estimates and returns presented at USDA's 70th Agriculture Outlook Conference, Nov. 30 to Dec. 1, 1993 in Washington, D.C. In addition to the Conference's reports on crops and trade, a crop weather briefing was presented by USDA chief meteorologist Norton Strommen and the staff of the Joint Agricultural Weather Facility of USDA and the Department of Commerce. USDA photo by Ken Hammond.*



**IMPORTED FRUITS AND VEGETABLES** -- USDA is proposing that cold treatment of imported fruits and vegetables be conducted at ports in the southern U.S. and California. Cold treatment prevents injurious insects from entering and becoming established in the nation. Cold treatment is already allowed at designated northern ports because of decreased risk to crops in the northern regions of the country. Comments on the proposal will be accepted until December 27 by USDA's Animal and Health Inspection Service. **Contact: Roberta McCorkle (301) 436-7280.**

**TOBACCO** -- The 1994 tobacco crop is expected to reflect the downward direction of tobacco consumption. Weak demand and large loan holdings will likely lower burley and flue-cured quotas 10 percent in 1994, the maximum permitted by law. Allotments for other kinds of tobacco may also decline because of uncertainty about increases of Federal taxes on tobacco products. USDA will announce flue-cured quotas by December 15, burley by February 1, and other tobacco quotas by March 1. Weak prices will likely continue into 1994. **Contact: Verner Grise (202) 219-0890.**

**NEW STUDY** -- A report has been released on the quality of soil and water in the nation that was sponsored by USDA and the Environmental Protection Agency. "Soil and Water Quality, An Agenda for Agriculture," was published by the National Research Council. Copies are available from the Office of Public Information, National Research Council, 2101 Constitution Avenue, NW, Washington, D.C. 20418. Cost is \$55, free copies to media. **Contact: Craig Hicks (202) 334-2138.**

**BOLL WEEVIL CONTROL** -- In tests this year a new biodegradable paper fiber tube using a chemical attractant to boll weevils reduced spring emergence of the pests by 90 percent. Buried in the ground the tubes require less than 10 percent of the malathion used in a typical spray application. Malathion is an EPA-registered insecticide. The tubes are a safe alternative to spraying, and don't attract beneficial insects. This fall they destroyed weevils that emerged to damage cotton next spring. The tubes are now commercially available as "Boll Weevil Attract and Control Tubes." **Contact: Gerald McKibben (601) 323-2230.**

**DIETARY FIBER** -- It is believed that certain types of fiber can prevent minerals in the intestinal tract from moving into the blood. In a 20-week study of 42 men, USDA researchers found no significant difference in the levels of minerals absorbed by those eating a high fiber diet. Eating extra dietary fiber did not interfere with absorption of minerals such as calcium, iron, zinc, magnesium and manganese. **Contact: Kay Behall (301) 504-8682.**



## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1904** -- Gary Crawford takes you on a hunt for the perfect Christmas tree. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1386** -- A look at Christmas tree prices & supplies; selecting a fresh tree; cut your own tree; decking the halls, an age old tradition; a living Christmas tree. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE FEATURES #1896** -- Milk price reductions; U.S. farm export outlook; Christmas tree growers in transition; BST and the dairy outlook; a cowboy Christmas 50 years ago. (Weekly reel of features.)

**NEWS FEATURE FIVE #1649** -- Repellent Mystery; body signals; repellent R&D; squeezing profits from peel; no peel citrus. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Thursday, December 9, U.S. crop production, world ag supply and demand; Friday, December 10, dairy outlook, world ag grain situation, world oilseed outlook, world cotton outlook; Monday, December 13, ag income outlook; Tuesday, December 14, sugar outlook, crop & weather update; Wednesday, December 15, industrial uses of farm materials update, milk production; Thursday, December 16, tobacco situation; Friday, December 17, cattle on feed. These are the **USDA** reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.

**USDA RADIO NEWSLINE (202) 488-8358 or 8359, COMREX ENCODED (202) 720-2545.**  
*Material changed at 5 p.m., EDT, each working day.*

## FROM OUR TELEVISION SERVICE

**FEATURES** -- Lynn Wyvill reports on mail order food safety. Pat O'Leary on real Christmas trees. Will Pemble reports about the effects of nutrition on human behavior.

**ACTUALITIES** -- Agriculture Secretary Mike Espy and other top USDA officials with highlights from the 70th Agriculture Outlook Conference in Washington, D.C., November 30 - December 1.

**UPCOMING FEATURES** -- Pat O'Leary reports on USDA research on vitamin A. Lynn Wyvill reports on USDA's Forest Service research center in Madison, WI. DeBoria Janifer reports on Charleston Hot peppers developed by USDA plant scientists.

**EVERY OTHER WEEK** -- Agriculture Update with anchors Eric Parsons and Lori Spiczka. 4:30 of USDA farm program information in news desk format with B-roll.

*Available on Satellite Galaxy 4, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., EDT, Saturdays from 10 - 10:30 a.m., EDT, and Mondays from 8 - 8:30 a.m., EDT.*

## OFFMIKE

**PREPARATIONS**...for the winter meeting season are underway, says **Darrin Johnston** (AgriAmerica Network, Indianapolis, IN). The network is cosponsoring the Indiana Corn Growers Specialty Conference next Jan. 28-29 in Indianapolis, and plans to give away a trip to the 1994 Corn Classic in Denver. Darrin says the network is giving away a complete farm computer system at the Ft. Wayne Farm Show, Jan. 18-20

**HARD EARLY FREEZE**...delayed the beet harvest and reduced corn and soybean yields, says **Marty Martinson** (KNEB Scottsbluff, NE). Marty says stressful winter weather for livestock is forecast for his area, with above normal precipitation and below normal temperatures.

**CORN AND BEAN**...harvests went well, says **Ed Johnson** (ABN Radio/TV, Columbus, OH). Corn averaged 114 bushels per acre, and soybeans 37 bushels. Ed says NAFTA passage will mean about \$50 million in additional agricultural exports for Ohio.

## *Farm Broadcasters Letter*



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**WHEAT GROWERS**...in Oregon tell **Gary Stewart** (Northwest Ag News Network, Portland) they feel good about staying united on NAFTA and pointing out problems with the trade agreement with Canada. They are also telling Gary that its not too early to get themselves focused on the 1995 Farm Bill, especially what happens when CRP contracts terminate and the conservation compliance issue. **Gary Claus** at the network has been producing programs on rural health.

**RANCHERS**...in the area served by **Bill McReynolds** (WOAI, San Antonio, TX) are selling cattle. There has been little rain since June, and ranchers are running out of tank water. Bill says many producers of wool and mohair are looking at alternatives for income, such as opening their lands to recreation and hunting. There are no public lands available for hunting in the state.

**CONGRATULATIONS**...to **Roger Strom** (WCCO, Minneapolis, MN) and his wife Mary on the Nov. 4 birth of their second child, Katelyn.

  
VIC POWELL

Office of Communications